

*My
Tandy
&
Radio Shack
Corporation
Scrapbook*

1963-2000





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Leonard H. Roberts
Chairman, President, Chief Executive Officer

What an Incredible Journey!

And yet, we've only just begun!

In the 37 years since Charles Tandy acquired RadioShack Corporation, we have grown from an ailing nine-store mail order electronics chain to become the best known and most trusted consumer electronics retailer in the United States.

In 1971, RadioShack opened its 1,000th store, fulfilling a goal of our late visionary leader. Just as so many of his contemporaries found the 1,000-store dream nothing short of unbelievable, even Charles Tandy himself would be astounded to see how far we've come.

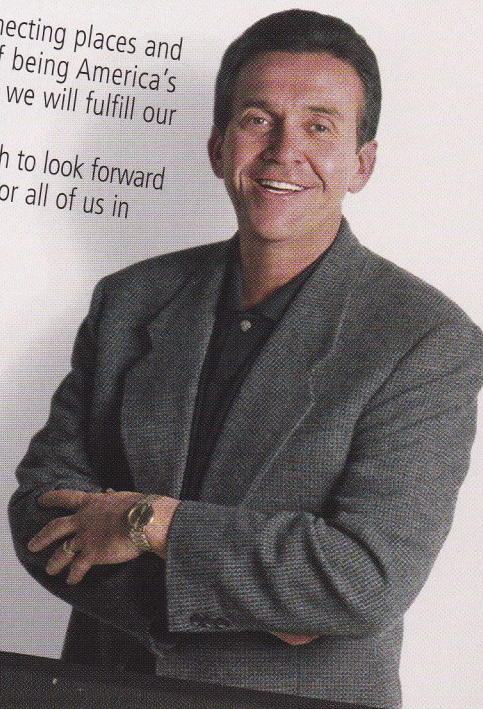
Imagine. More than 7,100 stores and dealers nationwide. For 94% of the population, there's a RadioShack store within five minutes. Over one million people walk through our stores each day. And in a three-year period, 99% of all U.S. households will have made a purchase at their neighborhood RadioShack store.

RadioShack is without a doubt one of the great business success stories of our time. And yet, our success cannot be measured by the number of pins on a map. Our success came about because of our people, regarded as the most knowledgeable and trustworthy in the industry. Whether you work in a store as part of our 20,000-strong retail sales team, or as a member of the best support team in the business, our \$4+ billion in sales came about because of your extraordinary efforts to connect the customer with the right products and services.

We've become famous for connecting things, connecting places and connecting people. To reach our long-term vision of being America's Home Connectivity Store, it's all about execution. And we will fulfill our goal, that I promise you.

We have so much to be proud of. And we have so much to look forward to as RadioShack Corporation. The Best is Yet to Come for all of us in RadioShack Corporation.

Leonard H. Roberts
Chairman, President and CEO
RadioShack Corporation



How We Have Changed Over the Years

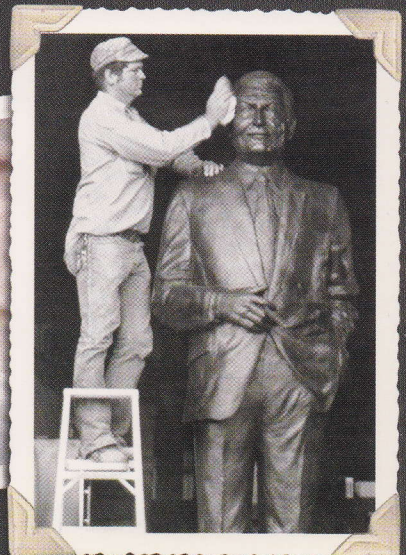


The history of RadioShack under Charles Tandy is a story of phenomenal growth.

In a survey of the 10 years from 1965 to 1975, Fortune magazine listed Tandy Corporation as the second-ranking company among the top 50 in terms of average annual growth in earnings per share. For that time period, Tandy recorded a 27.71% annual average compounded. Only McDonald's beat that.

The statue of Charles D. Tandy was unveiled in 1981, three years after his death at the age of 60.

The larger-than-life statue rests in Paddock Park, adjacent to the historic Tarrant County Courthouse. As of October 2000, the statue was completely restored, a joint project of RadioShack Corporation, the city of Fort Worth and the Fort Worth Arts Council.



The man and his vision



Utilizing merchandising techniques gleaned from his days at the family-owned Tandy Leather Company of Fort Worth, Texas, Charles Tandy immediately began reducing inventories and focused on selling items with fast turnover and broad appeal. What was originally seen as a gamble began to produce results in only two years when RadioShack went from losing \$5 million to making a profit and zeroing in on annual sales of \$20 million.

With Tandy at the helm, RadioShack began growing steadily, operating 37 stores in 1964 and reaching the 100-store and 500-store levels in 1966 and 1969, respectively.

In 1970, Tandy Corporation purchased the Allied Radio Corp. and its popular 41-store chain for \$30 million, a major acquisition only seven years after the purchase of RadioShack. In 1971, RadioShack surpassed the 1,000-store mark and reached the 6,500-store level before Charles Tandy's untimely death at the age of 60 in 1978.

RadioShack now includes more than 7,100 company-owned and dealer-franchise stores throughout the United States, with 94 percent of the nation's population living or working within five minutes of a RadioShack store or dealer.

RadioShack's growth since 1963 and its ability to capitalize on emerging consumer trends over the years is a classic American success story. The story continues as the new RadioShack Corporation positions itself as America's "Home Connectivity Store," leading consumers into the 21st century with the new technologies that will define the new millennium. ■

At the time, many said it could not be done.

Luckily, a brash, cigar-chomping Texan named Charles Tandy did not listen to naysayers when he made his fateful decision to purchase the ailing nine-store RadioShack chain in April 1963. Tandy planned to breathe new life into the Boston, Mass. based chain and succeeded beyond anyone's wildest dreams by transforming the one-time mail order electronics company into the largest and best-known network of electronics specialty stores in the world.

Begun in 1921 and named after the huts constructed on World War I ships to accommodate the new wireless transmitting technology, RadioShack catered to ham radio operators and electronics enthusiasts, reaching most of this target customer base through mail order catalogs. By 1963, the company's mail order division and nine retail stores were sinking in a sea of red ink.

For about \$300,000, Tandy purchased a company with a net worth estimated at negative \$5 million.



22

SPORTS, SECTION C

TARRANT BUSINESS, BEHIND LIFE & ARTS

CITY FINAL Fort Worth Star-Telegram

SUNDAY, JULY 10, 1975

"Where The West Begins"

25 CENTS

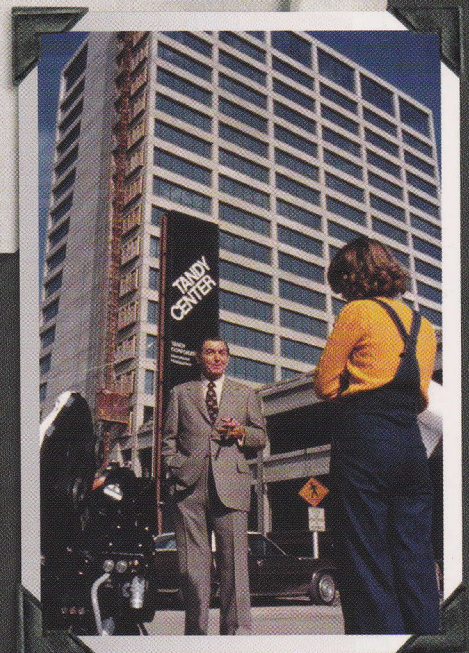


Charles D. Tandy and his wife, Anne, turn the first shovelful of dirt to begin construction of the Tandy Center.

Breaking New Ground

As a large crowd of local business and community representatives looked on, Tandy Corporation Chairman Charles Tandy and his wife, Anne, yesterday turned the first shovelful of earth, initiating phase one of the massive downtown Fort Worth development, Tandy Center.

Tandy described the event as "an exciting and wonderful day for me, and I hope, for Fort Worth." The ground-breaking represented the realization of three years of planning, and work will immediately commence on the first of two 18-story towers, joined by a three-level Galleria of shops, all serviced by a privately-owned subway system.

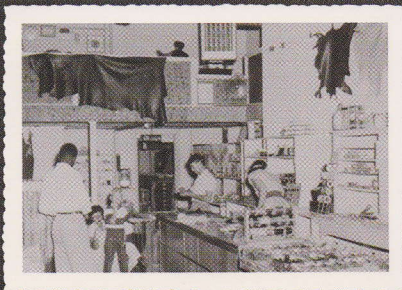




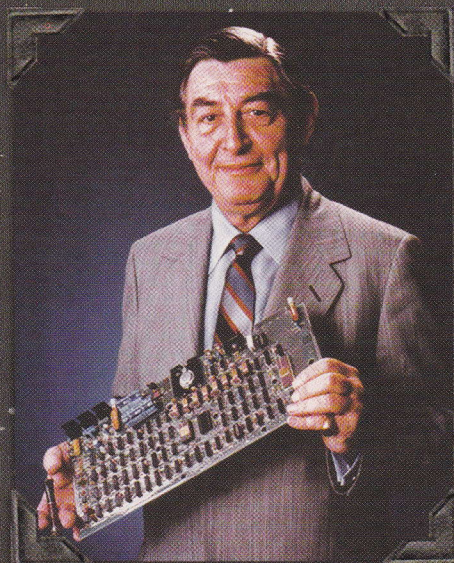
Young Charles at Tandy Leather.



In the beginning - there was Tandy Leather.



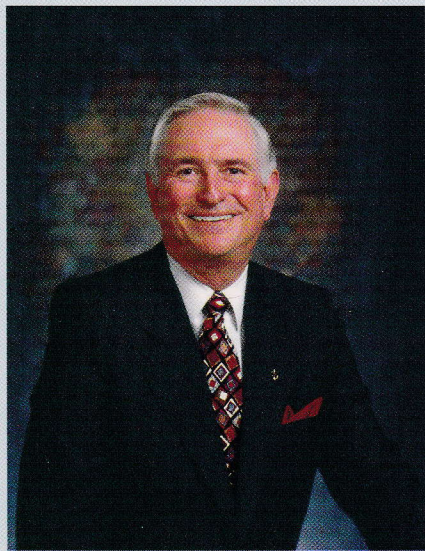
You must have a willingness to share with the people in the company. I believe in paying people at least what they are worth. It pays off. They work harder and they get results. That makes it possible for me to turn my back on the day-to-day operations and concentrate on growth.



Tandy with Vice Chairman James L. West.



John V. Roach, True Champion of the Community

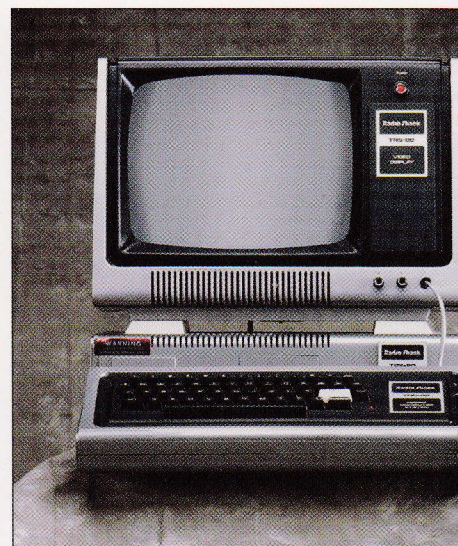


The 17 years of RadioShack under the guidance of CEO John V. Roach will go down in history as an era of innovation and diversification. From the TRS-80, the pioneering PC championed by Roach which became an industry legend, to the adoption of our high-tech "America's Technology Store" remodeling program, which left behind the old "brown store" look, John Roach was taking the Company in a new direction.

Along the way, we launched innovative new retail formats: Incredible Universe, Computer City, and the many stores under the Tandy Name Brand Retail Group banner. In 1987, we spun off our international RadioShack operations into InterTAN and in '95 spearheaded the re-development of the Tandy Center Mall into the Fort Worth Outlet Square.

But ask John Roach about one of his proudest achievements, and without doubt he will mention the establishment of the Tandy Scholars Program, fulfilling one of Charles Tandy's dreams of becoming a partner in education.

Throughout his tenure, John Roach became a champion in the classroom and a champion in the community, and wherever he put his mark he left a legacy of excellence.



The TRS-80 Story

No previous RadioShack product quite compares with the unlikely saga of the TRS-80 PC.

In the mid-1970s, personal computers did not really exist, although hobbyists were playing around with computer parts and kits.

In 1976, John Roach, then VP of North American Manufacturing, and some of his engineers visited Silicon Valley in northern California in order to purchase parts for CB radios and telephones. On this trip they became acquainted with Steve Leininger, an electronics engineer working for National Semiconductor. Leininger, excited about the concept of personal computers, soon came to work for Tandy Corporation and became the principal engineer behind the design of the TRS-80.

Meanwhile, a design and engineering team had been assigned to develop a computer kit product. In 1977, Lew Kornfeld, then president of RadioShack, and Bernie Appel, then VP of RadioShack Merchandising, made the fateful decision to direct the team to go ahead and develop a *fully-assembled* mini-computer.

Original expectations for the TRS-80 were less than glowing. Charles Tandy, late founder and chairman of Tandy Corporation, was skeptical that anyone would even buy a computer, but gave the go-ahead to manufacture 1,000 of the units. Tandy's reasoning was that the computers could be used in stores if nobody bought them.

During development, a young, unknown software designer named Bill Gates was recruited to offer his Microsoft BASIC as the Level II BASIC operating system for the TRS-80. Gates agreed to a flat fee of less than \$50,000 when he sold his first software package to Tandy, one of Microsoft's largest customers in its early years.

Developed for less than \$150,000, the TRS-80 became the first product in RadioShack history to sell for more than \$500 when it debuted in 1977 at the price of \$599.

Following a news conference in New York City in August 1977, and ensuing publicity where the TRS-80 was hailed as a price breakthrough for small computers, orders began coming in. A 50-city barnstorming tour backed by an additional advertising campaign led to more orders and a months-long waiting list for eager computer buyers. The subsequent demand proved so great that would-be customers threatened lawsuits just to move up on the waiting list.

The many faces of RadioShack...
and still changing for the better.



Bill Gates personally wrote the programming for the TRS-80 Model 100 portable computer.



Radio Shack

Radio Shack

COMPUTER CENTER

Radio Shack

COMPUTER CENTER

TELEPHONE CENTER

Radio Shack
PLUS COMPUTER CENTER

TANDY
Radio Shack

ADVANCED TECHNOLOGY SERIES
...AND AFFORDABLE TOO

RADIO SHACK / TANDY SCHOLARS
A Commitment to Educational Excellence

THE WALL STREET JOURNAL

80
micro

MORE FROM TANDY
Two New 1000s
Lead the Way

PCM

EXCLUSIVE
FIRST LOOK
AT THE
COMPLETE
NEW TANDY
LINE

TIME

One
Thousand

Specialty For Your Tandy 1000 Personal Computer

BYTE

THE SMALL SYSTEMS JOURNAL

4000

1000

1000

1000

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INTER-TAN, INC.

TANDY
RETAIL

IT'S
TRIPLE-TUFF
TO BEAT
McDuff
ELECTRONICS

VideoConcepts

GRID

THE
EDGE
IN ELECTRONICS

SRG
SPECIALTY RETAIL GROUP

FAMOUS BRAND
ELECTRONICS
OUTLET

AVC
Audio Video Computers
ELECTRONICS

COMPAQ
COMPUTER
Apple
Microsoft
CITY
PREFERRED CUSTOMER

Incredible
UNIVERSE

Radio Shack
CITYLINE

Radio Shack
The Techno

Radio Shack

You've got questions.
We've got answers.
1234 567 89012 0
PREFERRED CUSTOMER
RadioShack

TANDY
for
UNITED
WAY

TANDY
...Better
Again

Radio Shack
AMERICA'S
#1
ELECTRONICS STORE

CREATING
NEW
STANDARDS
Radio Shack
AMERICA'S
TECHNOLOGY
STORE

TANDY
Technology Center
Groundbreaking. (1988)



The TRS-80 had earned a prominent position in Company and personal computer history, as it was the first mass-marketed, fully-assembled personal computer ever.



THE BIGGEST NEWS OF THE YEAR - THE BIGGEST SAVINGS OF THE YEAR

RADIO SHACK BUYS ALLIED RADIO

And we're Celebrating with a \$10 Store BLOCKBUSTER SALE!

FREE 5164 Kilo COMPUTER

CAT. 201

HERE'S ALL YOU DO TO FIND OUT IF YOU'VE WON!

\$50,000 LEISURE-LIVING SWEETSTAKES

1st PRIZE YOUR CHOICE OF THREE PRIZES:

2nd PRIZES YOUR CHOICE OF:

3rd PRIZES:

4th PRIZES:

5th PRIZES:



Famous Prod

For more than 75 years we led the way in leading-edge products and riding the wave the way we enjoyed some tremendous few mi



TANDY COMPUTER 10th Anniversary Celebration

RADIO SHACK 500th STORE SALE-A-BRATION

FREE GIFT

159¢ 49¢ 19¢ 79¢ 99¢ 69¢ 29¢ 10¢ 29¢ 29¢

ALLIED RADIO SHACK 1971 CATALOG

CAT. 300 PRICE: \$9.95

50th ANNIVERSARY EDITION

Is this the last stereo receiver we'll ever design?

499.95



TANDY... Clearly Superior

Radio Shack FREE BATTERY CLUB

ANY BRAND NAME BATTERY

NAME _____ ADDRESS _____ CITY/ST. _____ SIGNATURE _____

Radio Shack PRESIDENT CLUB BATTERY CLUB

1 BATTERY EACH

Issued to: _____ Courtesy of _____

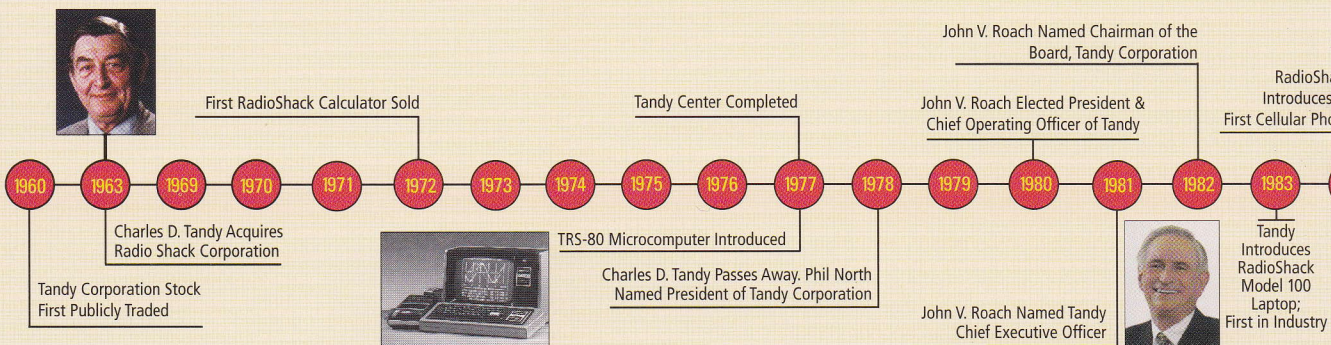
UP TO \$23 FOR F WITH AND UP 1 PAC

Tech America.

RadioShack.com™

REALISTIC ARCHER MICRONTA TRS-80 Science Fair DUOFONE

Tandy Corporation to RadioShack Cor



Products Gallery

any in consumer electronics, introducing the crest of new product booms. Along with successes... and encountered a few losses too!



Power Your Portables with Radio Shack® Batteries

"New Formula" Power Cells

- Anti-Corrosion Contacts
- Ruggedized Steel Cases Fight Leakage

"New Formula" batteries meet tough proof-of-performance tests before they leave the factory. After "Quality Control" approval, they're QUICKLY SHIPPED to the Radio Shack store near you—and that means they're FACTORY FRESH when you buy them. As for performance, they set new standards in dependability and long life—at a lower cost than most other famous brands!

Part No.	Size	Capacity (mAh)	Replacement for	Each
23-460	1.5V "D" Cell	1200	1200	24
23-461	1.5V "C" Cell	800	800	24
23-462	1.5V "AA" Cell	500	500	24
23-463	9V Rect.	1800	1800	12
23-464	9V Rect.	1800	1800	12



COME IN FOR YOUR BATTERY & MONTH CARD
SAVES YOU UP TO \$5.88
 Receive one Radio Shack "New Formula" battery each month. FREE for one month when you bring in your "New Formula" battery each month. FREE for one month when you bring in your "New Formula" battery each month. FREE for one month when you bring in your "New Formula" battery each month.



Special Buy from Famous Mattel: "Strange Change" Time Machine

CREATE, CRUSH, RECREATE 16 WEIRD, LOST-WORLD MONSTERS IN ITS AMAZING REVERSE-HEAT MACHINE.
 40% Off Last Year's \$9.95
5.88
 While 1989 Stock Lasts

Absolutely the Most Sensational Bargain We've Ever Offered for Active Children!

- Real "Crash Helmet" Size and Quality!
- Comfortably Form-Fitted to All Head Sizes
- 7 Action Features Plus Helmet Protection
- Detachable Headlight Converts to Flashlight

RADIO SHACK PRESENTS OFFER on exciting, award-winning, 16-Action, 16-Feature "Crash Helmet" Size and Quality! Comfortably Form-Fitted to All Head Sizes! 7 Action Features Plus Helmet Protection! Detachable Headlight Converts to Flashlight!



PRICED BELOW DISTRIBUTORS' ACTUAL COST

2.99
 FAMILY PACK OF 3 HELMETS

Our Plush, Pettable AM Animal Radios

Raccoon NEW FOR 87
 Gray Cuddly Cat
 Sad Puppy NEW FOR 87

Low **11.95**
 As
 Kids just love 'em. External controls. Each requires 9V battery.

Description	Cat. No.	Each	Description	Cat. No.	Each
Raccoon	12-971	12.95	Cuddly Cat	12-963	11.95
Pekingese	12-967	12.95	Sad Puppy	12-965	14.95

Batteries are one of RadioShack's biggest sellers to this day.



TRS-80
 The new, low-cost micro computer system designed and built by Radio Shack® for school, home, office and hobbyist!

Leadership in electronics: it's a tradition at Radio Shack, and the TRS-80 shows every sign of it. That way, Office Soft of "home computers of the future." Once it's ready, complete and fully assembled! You just plug it in and begin enjoying its amazing power. No previous knowledge required!

Almost endless capabilities. Great for family use, hobbies, education, engineering, business, science, and more! In easy BASIC or use our applications programs. For email, business, scientific, communications, teaching, functions, even home bookkeeping and accounting games—24 all available on this computer. Check it out—your future is here! The TRS-80 Computer Age has truly arrived with this powerful, affordable TRS-80.

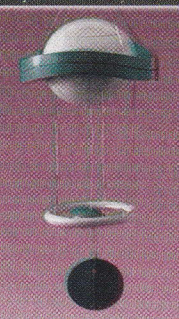
TRS-80 Price List
 Complete Computer (see photo) \$399.95
 17" Video Display 199.95
 Registered CRT & Cassette Recorder 49.95
 Separate Components Price \$649.95

Complete System Price \$599.95

See next page for TRS-80 computer details and specifications.



Plate with Real Gold, Silver, and Copper!
 Reg. 15.95
12.95
 Save your time money with the world's first, only personal, portable, battery operated, ultrasonic cleaning system by a German genius for Science Fair. Restores worn china, silverware, jewelry, trophies, photography. Professional method and results! Complete, ready to use! Extra 100 ml replacement fluid. GOLD, SILVER, 2.5% COVER, 1.5%.



New! Electronic Wind Chimes

Add the grace and beauty of wind chimes to your yard, porch or patio. Or, hang inside your home near an open window and fill the room with cheerful sounds. On/off switch—stops automatically after one hour. Requires 4 "AA" batteries. 63-949 \$9.95



The Dieter's Best Friend

"Oinks" When Refrigerator Door Opens

12.95

Refrigerator Pig. A friendly reminder not to "pig out". #60-2303

Corporation Time Line



Len Roberts Brought in as President of RadioShack

1960-2000

1984 Tandy Buys GRID Systems Computer Company. Spins off International RadioShack Operations into InterTAN

1985 Tandy Acquires McDuff and VideoConcepts

1986 TANDY TECHNOLOGY SCHOLARS

1987 Tandy Technology Scholars Program Established

1988 Groundbreaking Ceremony for Tandy Technology Center

1989 Tandy Launches Incredible Universe

1990 Tandy Technology Center Grand Opening Ceremony

1991 Tandy Center Mall Redevelopment Project Named Fort Worth Outlet Square

1992 Len Roberts Named President of Tandy

1993 Tandy's Stock Begins Climbing to Historic Highs

1994 RadioShack Establishes Strategic Alliance with Sprint Corporation

1995 RadioShack Joins Forces With Compaq

1996 Strategic Alliances Announced

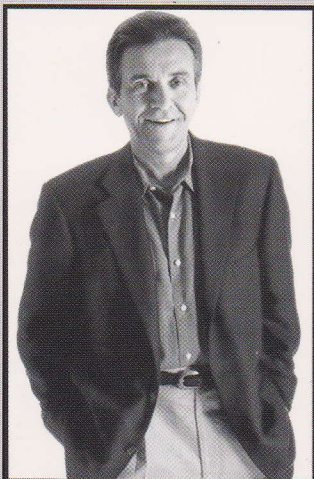
1997 RadioShack Joins Forces With Compaq

1998 Roach Announces Retirement as CEO Effective January 1, 1999. Len Roberts Named Tandy CEO and Chairman

1999 Tandy Corporation Renamed

2000 RadioShack CORPORATION

"I recognize only two jobs in our company:
You either serve the customer directly, or you serve someone who does."



Len Roberts. A new beginning at RadioShack.

July 1993. Len Roberts, a former chief executive with the Arby's and Shoney's restaurant chains, joins RadioShack as president. The appointment of an outsider to the Company's top spot was unprecedented in RadioShack history, but Len Roberts brought with him innovative ideas on recreating RadioShack.

"I don't care what your job title is," Roberts said during his first meeting with RadioShack senior management, "because from this day forward, I recognize only two jobs in our company: You either serve the customer directly, or you serve someone who does."

With that bold statement, which brought RadioShack executive team members to their feet for a rousing ovation, Len Roberts established a new corporate culture, recognizing our field sales team as the single most important group in RadioShack and changing forever the way we viewed RadioShack.

As the new president of RadioShack, Roberts introduced a bold vision that centered on four goals: to be the most admired retailer in America; to lead our industry in shareholder return; to be an outstanding corporate citizen, both locally and across the nation; and to be The Best Company to work for in America. Over the following years, Roberts also introduced a host of additional employee benefits, including changes in our company dress code, medical and dental programs and vacation scheduling.

On May 31, 2000, Roberts announced shareholder approval to change the name of Tandy Corporation to RadioShack Corporation, to forever honor Charles Tandy's "crown jewel," the best-known consumer electronics retailer in the world.

And yet, for all the contributions made to RadioShack by Len Roberts, his greatest legacy to our great company will remain the series of strategic alliances with the top names in telecommunications, audio/video, computers and broadband. Sprint, RCA, Compaq, NorthPoint, Microsoft, Verizon and Excite@Home, have joined forces with RadioShack to create a synergy unmatched in the consumer electronics arena.

"It's all about people," Roberts said shortly after joining RadioShack. "In order to win, people must be the unmistakable base in our business, people who care and are treated as creative contributing adults." RadioShack will win, as a force behind one of the most dynamic leaders in American business.



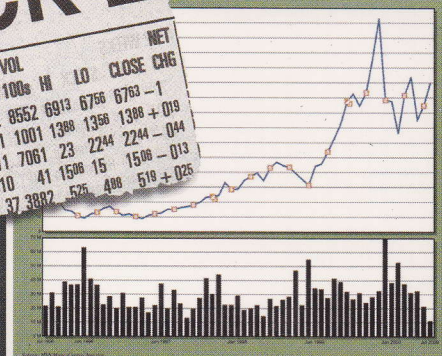
Mr. Roberts and his "Magnificent Seven"!



Roberts discusses "Gates" way to the world of the Internet.

STOCK E

52 WEEKS			YLD	VOL	CLOSE CHG						
HI	LO	STOCK	SYM	DIV	%	PE	100s	HI	LO	CLOSE	CHG
7950	3506	RadioShack	RSH	22	.3	42	8552	6913	6756	6763	-1
2075	1150	RalphHidy	RAH			11	1001	1388	1358	1388	+019
2434	1675	RalstonPur	RAL	28	1.2	11	7061	23	2244	2244	-044
1625	1175	RmcoGrshn	RPT	1.68	11.2	10	41	1508	15	1508	-013
525	144	RangeRes	RBC	.03		37	3882	525	488	519	+025





RadioShack

CORPORATION

I DID IT! TEAMWORK
PRIDE
INTEGRITY
**Faster
Better
Smarter**

RADIO SHACK
NATIONAL TEACHER AWARDS



Think **Best.**



The new RadioShack Corporation rolls out on Wall Street.

Mr. Roberts is awarded Leader's Club.

Person2Person

Open Communication Policy



In 1967, Tandy Corporation stock was trading at approximately \$15 a share. One thousand shares would cost \$15,000. That same investment would now be worth \$16,015,360, not including more than \$608,000 in dividends over the years (eff. 11-2-2000).

Think Escape
The Best Way To Keep Your Edge



Think Prepared.
Benefits for You. For Your Family.

Think Bold.
The Best Company To Work For

Roberts at his BEST!

The more we get behind an idea, the bigger it will become. — Len Roberts

John Roberts
Chairman, President and CEO
RadioShack



Managing Director
Patrick Grady

Director
Bill Kneer

Editorial Assistant
Tim Murphy

Art Director
Edna Subialdea

Photography
Ray Proska

Digital Imaging
David McGhee

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